



Speakers Biographies

Maurizio (Moe) Agostino

Moe Agostino has been with Farms.com Risk Management for more than 5 years. He is primarily responsible for sales and marketing for North America and develops plans and assists clients with price exposure in the Commodity Markets. His primary areas of expertise include the feed, grain and livestock industries.



Agostino is an accomplished derivative trader who assists clients in protecting themselves from the excesses of commodity price swings. Farms.com owns 2100 acres in Port Dover, Ontario where he is responsible for managing and marketing the crops that are grown on the farm such as corn, soybeans and wheat.

Agostino has also been actively involved in a major initiative with the Farms.com Risk Management Team to develop a simple but very useful one-stop on-line hog and crop service program for all types of producers, whether sophisticated or novice, to take their marketing to the next level. The service programs for livestock and grain producers offer a unique source of information; newsletters, tools, research and analysis, marketing/hedging recommendations and advice on crops and livestock.

Agostino is qualified as a Canadian and U.S. Commodity Broker and is a Fellow of the Canadian Securities Institute (FCSI) one of highest designation that the Institute confers. He also holds a Derivatives Market Specialist (DMS) designation and an Honours Degree in Business Administration.

Are you Renewable Ready? workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

Lyne Groleau and Marco Couture- Outstanding Young Farmers, Quebec

Porcherie Marigro Inc., once the family farm of Lyne Groleau, is now the 180 sow, farrow to finish side of Lyne and her husband Marco Couture's pork production and processing operation. Lyne and Marco met while studying Farm Management and Technology at Victoriaville College. After graduation, Lyne worked in the family dairy farm and then in 1990 was hired as a consultant for Soci t  Cooperative du Prevert. Marco worked as a dairy and crop production consultant until 1992 when Lyne was able to take over the pork side of her family's farm in equal shares with Marco.

Early on, Lyne and Marco started selling some of their hogs directly to a small processor. This led them to become involved in processing and selling directly to the consumer. It was decided that Lyne would manage the hog barn and Marco would look after the processing side of the business, "La Jambonniere", with all decisions made jointly between them. No crops are grown as the farm is only 8 hectares which includes all the production and processing facilities. Manure spreading agreements with neighbouring farms ensures proper disposal of their manure. The number of weaned piglets per sow has increased from 17.9 in 1993 to 27.4 in 2008. In 2001, the farm received Canadian Quality Assurance certification. Sanitary protocols are strictly adhered to after a devastating disease outbreak in 2003. The processing plant, built in 2004, has lowered the farm's vulnerability to price fluctuations.

Since 2004, the farm has opened its doors to students, co-op studies and urban visitors to increase public awareness and promote their local product. Lyne and Marco lead busy lives in their community with five daughters aged 9-15, who all help out on the farm. The doors of the operation will be open to the girls should any of them decide to chose that path.

Lyne and Marco will be speaking on Thursday, January 29 at 1:15pm.

Pierrette Desrosiers



Pierrette Desrosiers has a unique background. Her training as an industrial psychologist, clinical psychologist, business coach and her knowledge of agriculture allows her to have an analytical grid but also an approach that is unique to Quebec as both a speaker and a farmer.

Desrosiers is involved with the agricultural community as a working psychologist, coach and mediator as well as the wife of a producer for over 20 years. This gives her an in-depth understanding of the complexities of the agriculture industry and the changes that producers have faced over the past few years.

With her strong communication skills, witty sense of humour and expertise in the field, Desrosiers is a sought after agricultural speaker. This is why, as a psychologist specialized in agriculture, she is often solicited by the media for her expertise. She also writes a monthly article in the 'Le Bulletin des agriculteurs'.

Desrosiers is the co-founder of the first 'Club d'Encadrement en gestion des ressources humaines en agriculture' in Quebec. For over 10 years, through her conferences and seminars, she has touched over 15,000 people in Quebec, Ontario and New Brunswick. . The goal of her workshops is to divert, sensitize, inform and supply producers with the tools they need to succeed.

Aim for balance, increase your success workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

Coralee Foster

Coralee Foster is a partner in the BDO Mitchell office. Foster has been with BDO Dunwoody LLP and its predecessor firm since 1992. Her client base is primarily agricultural including agribusinesses and primary producers in poultry, livestock, dairy, cash crop and edible horticultural producers. Foster assists her clients with accounting, taxation, bookkeeping, succession and estate planning, consulting and government program applications. As well, she provides a variety of business planning, financing, cash flow projections and other advisory services for her clients.

Foster is the co-chair of the firm's agricultural group, long time treasurer of the Oxford County Federation of Agriculture and member of the Kirkton Agricultural Society. Foster and her husband and sons operate a large cash crop and beef operation in Perth County.

Managing Financial Risk for your Farming Operation workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

Brian Hayward

Brian Hayward is President of Aldare Resources, a business consultancy, which he formed in 2007, that provides strategic advisory and governance services. From 1991 until 2007, he was CEO of Agricore United - the largest agribusiness in Western Canada with over \$4 billion in domestic and international sales.

Hayward is actively involved on several public, private company and crown corporation boards and has provided leadership to many not-for-profit organizations such as the Royal Winnipeg Ballet, the Conference Board of Canada and The Arthritis Society.

Hayward holds a Master of Science degree in Agriculture Economics from McGill University, and is a graduate of The Director's College of McMaster University's DeGroote School of Business.



Outlook on increased fuel, feed and fertilizer costs – what are the predictions for the future? takes place Thursday, January 29 at 9am.

John Hunt



John Hunt has been a CA for about 25 years now, and specializes in agricultural clients, large and small, as well as agribusinesses and co-operatives. This is a natural specialization for Hunt, given that he was raised on a busy Bruce County, Ontario dairy farm, as was his wife Darlene.

Hunt assists clients with regulatory requirements for tax and accounting matters, as well as planning issues such as succession planning, estate planning, financing of expanding operations, farm program applications and planning, and many other issues. In addition to being the Managing Partner of the BDO Hanover office, Hunt is also co-chair of the Agricultural Significant Interest Group for BDO.

Managing Financial Risk for your Farming Operation workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

Chief Clarence Joseph Louie



First elected as Chief of the Osoyoos Indian Band, part of the Okanagan Nation in south central British Columbia in 1985, Chief Clarence Louie has consistently emphasized economic development as a way to improve his people's standard of living. Under his direction, the Band has become a multi-faceted corporation that owns and manages nine businesses and employs hundreds of people. In 1988 the Osoyoos Indian Band Development Corporation was formed to manage and provide strategic direction for the existing businesses and seek out new economic opportunities.

The Band is currently operating vineyards, retail stores, a construction company, a Read-Mix company, a championship golf course, eco-tourism businesses and activities in the Forest Division. They recently opened the first aboriginal winery in North America, Nk'Mip Cellars, with their joint venture partner Vincor, a division of Constellation Wines.

Another focus of Louie's tenure has been a commitment to celebrating the culture and language of his people. The Nk'Mip Desert Cultural Centre provides visitors an opportunity to experience the Okanagan culture and the desert lands that are part of their traditional territory. Louie believes that job creation and increasing business revenue in a responsible manner will bring back what he describes as their "working culture – the self-supporting lifestyle of their ancestors" and that all First Nation leaders have a responsibility to incorporate First Nation language and culture in all socio-economic initiatives.

Chief Louie will make the keynote speech on Wednesday, January 28 at 7pm.

Ron MacDonald, P.Eng., Agricultural Engineering

Ron MacDonald is a registered Professional Agricultural Engineer in Ontario, Manitoba and Saskatchewan. Before establishing Agviro Inc. MacDonald was employed with Ontario Hydro, providing engineering services and R&D to agricultural clients on energy efficient ventilation, heating, refrigeration and lighting systems.

Prior to this MacDonald provided engineering services to agricultural clients with the Ontario Ministry of Agriculture and Food (OMAF) as an Extension Engineer. Initially with the OMAF Energy Centre at the University of Guelph, he conducted R&D in energy efficient technologies and alternative fuels/energy sources for agriculture.

MacDonald is an active member of the Professional Engineers Ontario, Canadian Society of Agricultural Engineers, American Society of Agricultural Engineers, Canadian Farm Builders Association, and the Ontario Pork Congress Innovators Committee.

Do you see an anaerobic digester in your future? workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

William McClounie

William McLounie has 30 years experience in the grain industry; as co-founder and Project Manager/Business Manager of Eleview (Agri-eBusiness Group Inc.) in 2000, and launching a national agri-food management consulting group, ACC FARMS, in 2004.

McLounie has also been Project Manager lead for numerous farm business and financial management projects on behalf of ACC Farmers' Financial. As the general manager of the Ontario Wheat Producers' Marketing Board, he designed and launched a price risk management contract program for Ontario wheat producers and managed the changes in the organization when moving towards a dual marketing system. McLounie also served as Secretary of the Ontario Agricultural Commodity Council and as the Ontario representative on the Special Advisory Group on International Trade.

McLounie has completed a Six Sigma Black Belt certification, which is a rigorous and disciplined methodology that uses data, statistical analysis and project management techniques to measure and improve an organization's operational performance by identifying and eliminating "defects". Large companies like Maple Leaf Foods have fully adopted the Six Sigma philosophy.

His expertise lies in team building and the creation of innovative strategic alliances with a long-term vision to improve organizational excellence and purpose. McLounie specializes in new business development and risk management implementation for agricultural products.

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Raj Patel



Raj Patel is a writer, activist and academic. He has degrees from the University of Oxford, the London School of Economics and Cornell University. He has worked for the World Bank and WTO and has been tear-gassed on four continents while protesting against its use.

He's currently a visiting scholar at UC Berkeley's Center for African Studies, a researcher at the School of Development Studies at the University of KwaZulu-Natal and a fellow at The Institute for Food and Development Policy, also known as Food First.

He was recently invited to share his views on the global food crisis in testimony to the US House Financial Services Committee and is an Advisor to the United Nations Special Rapporteur on the Right to Food. In addition to numerous scholarly publications, he regularly writes for The Guardian, and has contributed to the LA Times, NYTimes.com, The San Francisco Chronicle, The Mail on Sunday, and The Observer. His first book is "Stuffed and Starved: The Hidden Battle for the World Food System".

Stuffed and Starved - the Structure of the International Food System seminar takes place Thursday, January 29 at 3pm

David and Lisa Taylor – Outstanding Young Farmers BC/ Yukon

David Taylor's love of animals and farm life started early and continued through his teens in 4-H. However, in the mid-80's, his family's farm was downsized and David decided to obtain a university degree in Business Administration. David met his wife Lisa in university and after graduation they both worked in the Vancouver area; David in banking and Lisa as a teacher. But the lure of the farm was never far away and in 1995 David, along with his father and brother, purchased a Vancouver Island dairy farm in Courtney, B.C. and Viewfield Farms Limited was born.

Today Viewfield Farms consists of 330 acres and a herd of over 300 purebred Holsteins. The herd, originally unregistered, has been upgraded through David's breeding program and use of embryo transfer, to 97% purebred. Today, the herd boasts a classification of 6 Excellent, 47 Very Good and 76 Good Plus cows.

Production is equally important, as Viewfield Farm cows have achieved production awards both provincially and nationally. The Taylors achieved the highest award for milk quality on Vancouver Island in 2006. The farm is fully certified under the Canadian Quality Milk Program.

New varieties of corn and grass are trialed in test plots on the farm each year. GPS is used in fertilizer and spray applications. They have transformed 20 unproductive acres along the Puntledge River into a private campground where the Taylors host picnics, reunions and weddings.

David is active in many industry organizations including the Vancouver Island Holstein Club, the BC Dairy Foundation as well the Vancouver Island Milk Producers. Lisa teaches and organizes school tours of the farm. They are also the busy soccer and 4-H parents of 3 children aged 13, 10 and 7. The Taylors have never regretted their decision to return to farming and they look forward to being part of the future of the dairy industry in BC.

The Taylors will be speaking on Thursday, January 29 at 11:30am.

Bernard Vincent, B.Sc., M.Sc., MBA, CEC

Bernard Vincent is a private consultant with extensive experience in leadership development, business strategy, business expansion, marketing, and market research. He is a graduate of the University of Alberta with a Bachelor of Science degree in Agriculture and a Master of Science degree. He has a Master of Business Administration degree from Queen's University in Kingston, Ontario and a Graduate Certificate in Executive Coaching from Royal Roads University in Victoria.



Vincent currently divides his time between consulting projects and coaching first-time and experienced managers. Consulting projects typically include the development of business and marketing strategies for new products. Vincent has worked in many of the meat and crop sectors of agriculture. He has been involved in research and development, production, processing, marketing and sales of agriculture products.

Coaching responsibilities are focused on helping managers develop and improve leadership skills. This is accomplished through one-to-one sessions as well as through peer network groups. Vincent currently coaches people involved in all facets of agriculture ranging from management of companies to producers at the farm level. His clients come from across Canada, ranging from Vancouver Island to New Brunswick. He assists his clients through the transitional stages of businesses as well as in the development of the management skills needed to be successful.

As a Senior Consultant with a national consulting firm (KPMG), Vincent worked on projects involving strategy development, market research and new product assessment. Previous to consulting, he was marketing manager for a Canadian animal health company. He was responsible for marketing, new product development and market research activities for the company's animal health products in Canada.

Vincent began his career as a research technician at the Lacombe Research Station. He was involved in updating the carcass grading systems for pork, beef and lamb. He also worked extensively in assessing factors affecting meat quality. He was raised on a mixed beef and dairy farm in North Eastern Alberta. Vincent is bilingual (French) and currently resides in Sherwood Park, Alberta.

Identifying and Capturing Market Opportunities workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.

R. L. "Dick" Wittman

Dick Wittman manages an 18,000-acre dry land crop, range cattle and timber operation in northern Idaho in partnership with three other family partners. He also provides workshops and private consulting to farm, ranch and agricultural support businesses.



After receiving a degree in Agricultural Economics from the University of Idaho and an MBA from the University of Utah, Wittman worked for the Farm Credit System from 1972-1980. His banking career concluded with the Farm Credit Administration in Washington, D. C., where he supervised Farm Credit operations in several Eastern, mid-West and Southern US districts.

In 1980 he joined the family farm in Idaho and established a part-time private consulting practice. Wittman has worked with numerous farm clients and professional practitioners, conducted seminars, facilitated strategic planning, taught college classes and developed videotape training modules on a variety of topics throughout the U. S., Canada, and Australia. He specializes in financial management, developing management systems and solutions for business relationship/transition problems. In January 2004, he released a guidebook entitled Building Effective Farm Management Systems. This guidebook provides a toolkit for commercial-size family farm businesses to define their ultimate vision and put in place a professional management and transition process that will lead them to that goal.

Wittman has served on several industry, community and financial institution boards, and lobbied on a variety of national farm policy issues. He is a founding director and past president of the Pacific Northwest Direct Seed Association, a regional organization working to further the adoption of no-till or direct seeding in the Northwest, and currently serves on several advisory boards developing national policies on Carbon Trading.

In 1996 he became a director and in 2006 served as president of the Farm Financial Standards Council, a core group of farm management and financial experts who have been working for over 25 years to professionalize farm accounting and financial analysis processes. The council recently released national guidelines to help producers implement Managerial Accounting systems.

Wittman is a contributing editor for Farm Futures magazine, and has served on the faculty for the TEPAP Ag Executive Program in Austin, Texas since 2003.

Wittman and his wife, Dawn, have raised five children. Stewardship has been a Wittman Family Farm tradition. The farm was selected as the national Millennium Farm Family in 2000 by the Ag Earth Partnership. Wittman also received the 2002 Governor's Award for Excellence in Agriculture in Environmental Stewardship. The Wittman Family sponsors an Outdoor Education Camp located on their farm in cooperation with the local Boys and Girls Club. Begun in 1988, this camp gives hundreds of students, teachers and natural resource professionals annually an exposure to key natural resource concepts, and it enables the farm to share its vision on how a farm can be managed, shared, and kept sustainable for future generations.

Managing Input costs/ management strategies for feed, fertilizer and fuel workshops take place Friday, January 30 at 10:30 am, 1pm or 2:20pm.